

**From:** [membercommunications@latourism.org](mailto:membercommunications@latourism.org) on behalf of [Los Angeles Tourism & Convention Board](#)  
**To:** Kent Smith  
**Subject:** Register Now: 3rd Annual Market Outlook Forum  
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2015 Los Angeles Market Outlook Forum

## 3rd Annual Market Outlook Forum August 20, 2015

Register now to lock in your spot for the Los Angeles Tourism & Convention Board (LATCB) Market Outlook Forum, the strategic forecasting conference aimed at businesses interested in capitalizing on L.A.'s record-breaking tourism growth. The event will take place at the JW Marriott Los Angeles L.A. LIVE and will be **complimentary this year for all LATCB members**; space is limited.

Los Angeles welcomed a record 44.2 million visitors in 2014 and forecasts call for continuous growth with an expected 50 million visitors by 2020. This valuable event will provide critical insight and offer important tools that will help businesses prepare to welcome these millions of new visitors.

Following this year's program will be a networking reception for businesses to collectively collaborate and explore unique marketing and sales opportunities with

key LATCB departments to create their own L.A.  
success story

